



Gartner Portals, Content & Collaboration Summit 2009

Connect for Success

16 – 17 September 2009 | Royal Lancaster Hotel | London | UK | europe.gartner.com/pcc

The 2009 Gartner Portals, Content & Collaboration Summit will help business and IT leaders to “Connect for Success”, by exploring how portals, content, and collaboration tools and technologies are being used to connect people, markets, processes, and information flows across companies, geographies and communities.

Four NEW tracks for you to follow at the Summit

1 Portals and User Experience

Portals have matured and are now reaching “middle age.” While many enterprise portals are clearly delivering value, others are struggling to do so. Enterprises regularly deal with problems like portal governance, multiple portals and portal integration. The portal product market is exiting a period of stability with new players from the worlds of open source software and cloud computing. Finally, the economic meltdown is exerting budget pressures and causing enterprises to examine all expenditure. All this adds up to interesting times for those in charge of their company’s portal strategy.

2 Content and Information Management

SharePoint has been the recent big “game changer” in the PCC arena - making a broad range of functionality appealing to many. For many enterprises it coexists with enterprise content management (ECM) systems from long-time established vendors such as IBM/FileNet, EMC, Open Text and Oracle. The challenge is getting the strategy right to make sense of the future investments to ensure flexibility and business benefit. Research indicates that there are bigger savings to be realized - and perhaps profits as well - by moving towards a cleaner content architecture and by exploiting alternative delivery models. We’ll provide a detailed roadmap toward realizing ROI from ECM.

3 Social Software and Collaboration

Collaboration tools and services continue to be the most innovative sector of the IT market. New social software tools are changing the way organizations interact, new cloud-based provisioning models are changing the way companies buy and operate collaboration services and there is an increased desire to incorporate voice services into a holistic collaboration strategy. At the same time, demand for teamwork and cross-enterprise cooperation is increasing the value of collaboration tools to the organization. This track will examine all of these dynamics, will demonstrate how to prove the ROI of collaboration tools and techniques.

V Virtual Track – PCC Cost Optimization and Business Value

In today’s uncertain economy, virtually all organizations are expected to optimize costs, scrutinize new investments and become hyper-efficient in everything they do. This “virtual” track focuses squarely on reducing costs, improving efficiency, driving value and demonstrating ROI.

Workshops

Whether you are a newcomer to the Portals, Content and Collaboration space, or a PCC “master”, it’s always beneficial to share ideas and best practices. These hands-on workshops are specifically designed to be highly interactive, facilitating peer to peer exchange – combined with the expert advice of Gartner’s analysts and guest speakers.

Please note that workshops are available to end-users only and that pre-registration is required.

Pre-Summit Tutorials

Jump-start your Summit experience with our pre-Summit interactive sessions. Use these valuable sessions to deepen your understanding of the vital issues and get up to speed on the emerging trends and opportunities which will be central to the Summit content.

A separate payment is required to attend these sessions.



Register Now

Online: europe.gartner.com/pcc

Telephone: +44 20 88792430

E-mail: emea.registration@gartner.com



Agenda at a Glance

Presented by both Gartner analysts and invited guest speakers these sessions offer the very latest topical updates and actionable insights on the subjects most critical to your organizational development and innovation.

Plenary Sessions

Day 1 – Wednesday 16 September	
09:10	Gartner Keynote: Certain Strategies for Uncertain Times Toby Bell, Research VP & Debra Logan, VP Distinguished Analyst
10:30	Why our Current Thinking is not Enough Edward de Bono, Consultant, Author, Inventor and Originator of the Term 'Lateral Thinking'
Day 2 – Thursday 17 September	
14:45	Guest Keynote: tbc Chris Thorpe, Guardian
15:30	Closing Gartner Keynote: Connect for Success Tom Austin, VP & Gartner Fellow

Tailor Your Agenda

Get the most out of your two days. Build your own agenda online at europe.gartner.com/pcc. Download the sessions to your calendar or export as a PDF.

The Tracks

TRACK 1: Portals and User Experience	TRACK 2: Content and Information Management	TRACK 3: Social Software and Collaboration	Virtual Track: PCC Cost Optimization and Business Value
Day 1			
13:15 Portal Scenario: Portals, Vibrant in Middle Age	13:15 Can the CIO Survive Microsoft SharePoint?	13:15 The Collaboration Scenario	
14:15 More Than a Pretty Face: How Good User Experience Delivers business Value	14:15 Putting the 'Information' Back Into CIO: Driving Business Success in Difficult Times with Web	14:15 Beyond Best Friends Forever: Getting Business Value from Social Networks	14:15 Beyond Best Friends Forever: Getting Business Value from Social Networks
16:15 Use Portal Best Practices to Implement and Manage Healthy Portals	16:15 12 Steps to Save – and Make – a Million Euros in Content Management	16:15 Enterprise 2.0 Market Trends & Emerging Best Practices	16:15 12 Steps to Save – and Make – a Million Euros in Content Management
Day 2			
08:30 The Portal of the Future: There's a Life After Web 2.0	08:30 CIO Guide to Cost Optimization in Content	08:30 Unified Communications & Collaboration: Separating	08:30 CIO Guide to Cost Optimization in Content
10:45 Enterprise 2.0 Got it Backwards	10:45 Enterprise Content Management: Architecture and Governance	10:45 The Mobile Worker 2010 to 2020	
13:30 Google Versus Microsoft: The Battle in the Clouds		13:30 Know What You Want; Get What You Need: How To Tame the Social Software Vendors	13:30 Know What You Want; Get What You Need: How To Tame the Social Software Vendors

Practical Guidance

We understand your need for tactical information you can action straight away. Please look out for sessions marked with a "P" icon for content focused on how to, dos and don'ts and best practices.

Gartner Vision

Business and technology leaders turn to Gartner for strategic insight, market overviews and information on upcoming trends. Sessions with a particular focus on visionary thinking are marked with a "G" icon.



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